# ATARI® HOME COMPUTERS 1982 ADVERTISING PLANS

Atari, Inc. will promote ATARI Home Computer sales in 1982 with a yearround advertising campaign on the largest scale ever undertaken by a home computer manufacturer.

Under the new slogan, "We've Brought The Computer Age Home," 'the 1982 Atari advertising will include a major network television campaign, as well as spot TV and major national magazines throughout the year.

TARGET AUDIENCE: Men, ages 25-49, college-educated, \$30,000 and above income, with children ages 6-17.



## **CONSUMER ADVERTISING**

#### **TELEVISION**

Award winning 60-second and 30-second TV commercials will air on all three networks in spot TV markets and on major Cable TV networks, including ESPN, Cable News Network and USA Network.

## **CONSUMER MAGAZINES**

Two-page, four-color ads will appear in over 25 leading consumer magazines. Our consumer advertising schedule includes the following publications:

TIME
NEWSWEEK
SPORTS ILLUSTRATED
POPULAR SCIENCE
MONEY
NEW YORKER
SATURDAY REVIEW
U.S. NEWS AND
World report

ATLANTIC
GAMES
DISCOVER
BOATING
SCIENCE '82
skiing ·
GOLF DIGEST
ESQUIRE

VIDEO REVIEW
STEREO REVIEW
SCIENCE DIGEST
OMNI
RUNNER'S WORLD
TENNIS
POPULAR
PHOTOGRAPHY

#### **CONSUMER ADVERTISING SCHEDULE**

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	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Spot TV												
Network TV												
Cable TV												
Consumer Magazines												

The ATARI Home Computer Division's consumer advertising campaign will generate over 1.7 billion impressions and will reach 99% of our target audience an average of 21 times each! The campaign will generate 2100 gross rating points.

#### **SPECIAL INTEREST MARKETS**

#### **EDUCATION MARKET**

Atari will provide strong support for the education market with two-page, four-color ads during key buying periods in all major educational publications.

The Atari advertising campaign will appear in the following publications:

INSTRUCTOR
LEARNING
ELECTRONIC LEARNING
MATHEMATICS TEACHER
COMPUTING TEACHER
ELECTRONIC EDUCATION
CURRICULUM PRODUCT
REVIEW

ELECTRONIC EDUCATION
T.H.E. JOURNAL
SCHOOL PRODUCT NEWS
CLASSROOM COMPUTER
NEWS
EDUCATIONAL COMPUTER

## **COMPUTERIST MARKET**

Full-page four-color ads in these leading computer publications will highlight the many advanced features of ATARI Home Computers.

SCIENTIFIC AMERICAN BYTE INTERFACE AGE CREATIVE COMPUTING POPULAR COMPUTING

POPULAR ELECTRONICS
PERSONAL COMPUTING
COMPUTE!
HIGH TECHNOLOGY
SPECTRUM

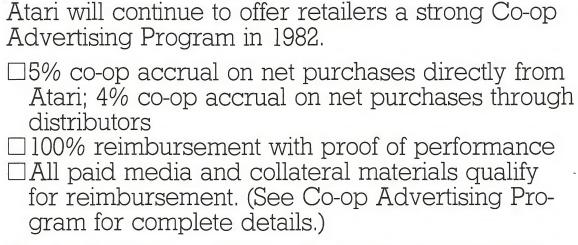
#### **SPECIAL INTEREST MAGAZINE ADVERTISING SCHEDULE**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	Jan	100	17101	1101	inay	Jun	Jul	1149	ССР	000	1101	Dec
Education												
Computerist						-5						

## **YELLOW PAGES**

Atari's national Yellow Pages Program provides retailers the opportunity to list their stores in local directories. The cost of all trade-mark advertising will be covered by Atari. Retailer participation in this program is voluntary.

## **CO-OP ADVERTISING**



Atari will also provide retailers with new television and radio commercials for use in co-op advertising. These 60-second and 30-second commercials have been specially edited for co-op use. To order copies of broadcast or print materials, please follow the order procedures outlined in the co-op advertising section of the Retail Sales Manual.

Also available through the Atari Home Computer Advertising Department is a wide variety of ad slicks for newspaper advertising.

## **ATARI CORPORATE ADVERTISING**

Atari will provide additional advertising support with a major corporate advertising campaign which features ATARI Home Computers.

The new Atari corporate ad campaign will include network television and major consumer magazines.

#### **TELEVISION**

Spectacular 60-second and 30-second commercials will appear throughout the year on network and cable television programs in primetime, sports and news programming.

#### **CONSUMER MAGAZINES**

Two-page, four-color ads will highlight the many facets of Atari, from video games to home computers, in the following magazines:

TIME
NEWSWEEK
SPORTS ILLUSTRATED
MONEY

FORBES
FORTUNE
NEW YORKER
SCIENTIFIC AMERICAN

DISCOVER TECHNOLOGY ILLUSTRATED

#### **CORPORATE ADVERTISING SCHEDULE**

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	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Television												
Magazines												

Atari's corporate consumer advertising campaign will generate over 1.2 billion impressions, reach 99% of our target audience 15 times each, and generate 1,515 gross rating points.

